



BIKES & BAKERIES CHALLENGE

How can my bakery (or bagel shop, donut shop, cafe, etc.) participate?

1. Contact Commute Seattle

- a. Email us at bikesandbakeries@commuteseattle.com. Provide your business name, hours, and a contact name and telephone number.
- b. We'll add your business to our Bikes & Bakeries website and to our bakery map!
- c. *Optional: provide a free item like drip coffee or a 10% discount to participating bikers and we'll let participants know.*

2. Display QR code at register

- a. We'll drop off a trifold sign for the front counter.
- b. Participants will scan and let us know they visited your location!

3. Watch the bikers arrive!

- a. Your bakery information will be distributed to over 225,000 of Seattle-area commuters, who can earn prizes for visiting four or more bakeries during the month of May.
- b. It's a great opportunity to boost foot traffic to your business and support people walking and rolling during Bike Month and beyond!